

Trust and Determinants of Purchasing Intention of Organic Food Products among Young Consumers with Special Reference to The Matara District Market

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Organic food has emerged as a critical topic due to its role in mitigating risks to public health for farm workers, their families, and consumers by reducing exposure to harmful chemicals in the environment and in food. Organic products are cultivated without artificial fertilizers or pesticides, within an environmentally and socially responsible agricultural system. Consumers are increasingly exploring healthy and organic food options to enhance their well-being. Despite the significance of this issue, there is a lack of research specifically examining the purchasing intentions of young consumers in Matara, Sri Lanka. To address this gap, the present study aimed to investigate the factors influencing the trust and purchasing intentions of young consumers regarding organic food products in the Matara district. Based on insights from existing literature, relevant factors were identified, and data were collected through a survey involving young consumers of organic foods using a self-administered questionnaire. The findings indicate that Perceived Quality, Availability of Information, and Health Aspects positively influence the Purchase Intention of Organic Food. Conversely, the Organic Label was found to negatively impact Purchase Intention in the current context. Consequently, stakeholders can use these insights to develop strategies to enhance the purchase intentions of young consumers towards organic foods. Furthermore, this study contributes to the existing literature by providing new insights into the current factors affecting organic food purchase intentions.

Keywords: *Availability of Information, Food Perceived Quality, Health Aspects, Organic Label Purchase Intention of Organic*